

Crack the CODE to Food Safety Video Contest!

The [Division of Environmental Health \(DEH\)](#) of the Guam Department of Public Health and Social Services is sponsoring a video contest to bring awareness to the community of the approaching enactment of the Guam Food Code through the help of the island's talented high school students. The Guam Food Code (aka the "Code") is the new regulations that will direct the sanitary and safe operation of Guam's retail food establishments, such as restaurants, bakeries, and grocery stores, to prevent foodborne illness. The Code has five important strategies, called "Interventions," that food establishments must follow so they do not make their customers sick from eating contaminated foods. These Interventions are (1) Establishment owner's knowledge of the Code; (2) Actions to prevent cross-contamination from hands; (3) Ensuring sick employees do not handle food; (4) Foods are chilled or heated to the correct temperature within the appropriate time frame; and (5) Establishments provide required information to consumers when serving potentially hazardous foods.

We are seeking video entries created by high school students that highlight one or all of the five food safety interventions to promote the Guam Food Code and the importance of following its requirements to prevent foodborne diseases. Video entries may be serious, funny, live-action, or animated, but it must be your original work.



The winning video will receive the \$1,000 grand prize courtesy of the Environmental Public Health Association! Other prizes and gifts will also be given to participants.

Eligibility

- Contestant(s) must be a student at a public or private high school on Guam
- Can enter individually or as a team (no more than 5 team members)
- Team members do not have to be from the same school

Important Dates

- Begin Accepting Entry Forms: March 24, 2014 at 12:00 a.m. ChST
- Entry Forms Deadline: June 6, 2014 at 11:59 p.m. ChST
- Begin Accepting Videos: April 1, 2014 at 12:00 a.m. ChST
- Video Deadline: July 7, 2014 at 11:59 p.m. ChST

\$1,000

CASH

PRIZE!

Getting Started

To get started, send us a message on the Guam Food Safety Education Month Facebook Page at <https://www.facebook.com/GFSEM> letting us know you are interested and we will send you a link to our entry form.

Don't worry if you are not familiar with the Guam Food Code. Once you have submitted an entry form, you will be contacted by a DEH representative to help you along in the process by providing you with all the information you will need to get started.

Submission Requirements

- The video must be no longer than 2 minutes.
- The video should describe or demonstrate the use of one of the 5 or all of the 5 Food Code Interventions.
- All submissions must be in English or include English subtitles if words spoken or sung in the video are in a language other than English.
- The video should not include any personal identification information about those in the video such as full names, addresses, etc. or otherwise disclose any information that is not intended to be made public.
- Division of Environmental Health will retain the rights to show, edit, display, and distribute all submitted videos as it sees fit.
- The video must not contain material that violates any applicable law.
- File size cannot be larger than 1GB.
- No Promos Please: Although your video may mention a commercial business, brand name, or trademark, it can only be mentioned for the purpose of describing or demonstrating the application of the food safety interventions. Any video that is overly promotional may be disqualified by the sponsor of the contest.
- Be Original: Submissions must be your own work, original, and not violate the rights of other parties.
- Bad Taste Not Accepted: The video must not contain material that is inappropriate, indecent, hateful, or promotes bigotry, racism, or harm against any group or individual, or that promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.

Go to <https://www.facebook.com/GFSEM> to see the Official Rules.

Judging Criteria

1. Quality and Creativity: We are looking for a video that exhibits creativity, quality, and originality using the 5 intervention strategies
2. Potential for wide-use audience: a video that is convincing, educational, and easy to follow
3. Applicability of the innovation to the topic

Selection Process

The Division of Environmental Health (DEH) of the Department of Public Health and Social Services will use the judging criteria to select the top videos. These videos will be posted on the DEH Facebook Page where fans can participate in the selection process! The top video may be used as a public service announcement in several media outlets including local Guam Facebook pages, websites, television, and movie theaters.

9th Annual Guam Food Safety Education Month 2014
Crack the CODE to Food Safety
Video Contest

I. PARTICIPANT INFORMATION

PRINT NAME OF STUDENT: _____

PRINT NAME OF SCHOOL: _____

GRADE: 9TH 10TH 11TH 12TH HOMEROOM TEACHER'S NAME: _____
(Circle one)

II. PARENTAL/GUARDIAN RELEASE FORM

I give permission for the participation of my child, or guardian child, in the video contest which is sponsored by the Division of Environmental Health (DEH) of the Department of Public Health and Social Services (DPHSS) in partnership with the Guam Food Safety Task Force and Environmental Public Health Association.

I understand that the submitted video of my child, or guardian child, will become the property of DEH, and the Department may use the video of my child in the format and manner determined by DPHSS to promote the contest and other food safety activities.

I further authorize DEH to take photographs of my child, if necessary, for the purpose of promoting, publicizing, and/or advertising this and future contest and food safety activities.

PRINT NAME OF PARENT/GUARDIAN: _____

CONTACT NO.: _____ E-MAIL ADDRESS: _____

MAILING ADDRESS: _____

SIGNATURE OF PARENT/GUARDIAN

DATE

III. STUDENTS WHO ARE OF LEGAL AGE (if applicable)

/ / My signature below attests that I am of legal age and authorize DEH to retain my video as the property of DEH, which may be used to promote the contest and other food safety activities. I authorize DEH to take my photograph for the purpose of promoting, publicizing, and/or advertising this and future contest and food safety activities.

PRINT NAME: _____ DATE: _____

SIGNATURE: _____